

## ORDER



KLAS

Orders	Order / Rev:	37672	Primary AE:	Mike Jones
	Alt Order #:	08887431	Sales Office:	K-WAS
	Product Desc:	OBAMA/P/D	Sales Region:	National
	Estimate:	2175		
	Flight Dates:	10/23/12 - 10/29/12		
	Original Date / Rev:	10/22/12 / 10/22/12		
	Order Type:	GENERAL		
Agency	Name:	GMMB		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1010 Wisconsin Ave NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Obama, Barack D-President		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PO1	Order Separation:	00:15:00
	Priority:	LV2	Advertiser External ID:	
	Revenue Codes:	AGY, POL, CAND	Agency External ID:	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	7	\$26,930.00	\$22,890.50	October 2012	7	\$26,930.00	\$22,890.50	0.00
10/29/12	10/29/12	2	\$2,250.00	\$1,912.50	November 2012	2	\$2,250.00	\$1,912.50	0.00
					Totals	9	\$29,180.00	\$24,803.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$29,180.00
Market	100%	\$97,266.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$24,316.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$4,863.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
1	8	10/23/12	10/29/12	CBS This Morning	CM	7-9a		MTWTF--	1:00	1	\$1,400.00	LV2	0.00	NM	1	\$1,400.00
CBS THIS MORNING																
		Start Date	End Date	Weekdays		Spots/Week			Rate		Rating					
		Week: 10/23/12	10/29/12	MTWTF--			1	\$1,400.00		0.00						
2	8	10/27/12	10/27/12		CM	5-7a		-----S-	1:00	1	\$670.00	LV2	0.00	NM	1	\$670.00

Order / Rev: 37672  
 Alt Order #: 08887431  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Obama, Barack D-President  
 Product Desc: OBAMA/P/D  
 Estimate: 2175

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS Early Show - Sat.															
CBS Early Show - Sat.															
CBS THIS MORNING SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S-		1	\$670.00			0.00					
3	8	10/23/12	10/29/12	Live w/Kelly Live w/Kelly	CM	9-10a		MTWTF--	1:00	1	\$2,100.00	LV2	0.00	NM	
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--		1	\$2,100.00			0.00					
4	8	10/23/12	10/29/12	Ellen Ellen	CM	3-4p		MTWTF--	1:00	1	\$850.00	LV2	0.00	NM	
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--		1	\$850.00			0.00					
5	8	10/23/12	10/29/12	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	CM	5-630p		MTWTF--	1:00	1	\$3,500.00	LV2	0.00	NM	
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--		1	\$3,500.00			0.00					
6	8	10/23/12	10/29/12	7-8p Rotator 7-8p Rotator	CM	7-8p		MTWTF--	1:00	1	\$2,450.00	LV2	0.00	NM	
ET/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--		1	\$2,450.00			0.00					
7	8	10/23/12	10/29/12	Letterman Letterman	CM	1135p-1237a (11:35 PM-12:37 XM)		MTWTF--	1:00	1	\$1,930.00	LV2	0.00	NM	
LATE SHOW w. LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--		1	\$1,930.00			0.00					
8	8	10/23/12	10/29/12	Craig Ferguson Craig Ferguson	CM	1237a-137a (12:37 XM-1:37 XM)		MTWTF--	1:00	1	\$880.00	LV2	0.00	NM	
LATE LATE SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/23/12		10/23/12	10/29/12	MTWTF--		1	\$880.00			0.00					
9	8	10/28/12	10/28/12	NFL Reg Season Game	CM	NFL Football Reg.	-----S		1:00	1	\$15,400.00	LV2	0.00	NM	
NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12	10/28/12	-----S		1	\$15,400.00			0.00					
Totals													9	\$29,180.00	